

January 17, 2013

REQUEST FOR QUALIFICATIONS RFQ 1-1

The City of Dunwoody is soliciting competitive sealed qualifications from qualified consultants to conduct a community **Survey of its residents**.

Proposals should be typed or submitted in ink and returned in a sealed container marked on the outside with the RFQ# and Company Name. Proposals will be received until 2:00 P.M. local time on **Tuesday**, **February 4, 2013** at the City of Dunwoody, 41 Perimeter Center East, Suite 250, Dunwoody, Georgia 30346. Any proposal received after this date and time will not be accepted. Proposals will be publicly opened and read.

The City's staff will review all Proposals submitted. After reviewing the Proposals, staff may, at its discretion, invite to interview (at Proposer's expense at the City's site) one or more of the Proposers whose Proposals appear to best meet the City's requirements. The purpose of such an interview would be for all proposers to elaborate upon their Proposal before a recommendation for ranking of the Proposals is made. Interview responses along with the written Proposal and samples (if any), will become part of Proposer's submission to be evaluated pursuant to the evaluation criteria. The City reserves the right to short-list Proposers for further consideration.

The City, in its discretion, may award the contract to the responsible and responsive proposer submitting the Proposal which is deemed to be the most advantageous to the City, price and other factors being considered. The following are the evaluation criteria the City will consider in determining which Proposal is most advantageous to the City:

Proposed Management Plan and Approach of Work -0 to 50 points The Proposal shall outline the plan that the firm will use to provide the most effective delivery of the requested services put forth by the City.

Firm Qualifications -0 to 20 points

Interview, if necessary -0 to 20 points

Pricing – Once firms are evaluated on their qualifications they will be ranked. The City will then negotiate a fee with the highest ranked firm. If no agreement can be made then the City will begin negotiations with the 2nd highest ranked firm. Negotiations will proceed in this manner until an agreement is reached.



Questions regarding bids should be directed to John Gates, Purchasing Manager, at purchasing@dunwoodyga.gov or by calling 678-382-6750. Proposals are legal and binding upon the proposer when submitted.

The written qualification documents supersede any verbal or written prior communications between the parties.

Recommendation of award will be made to the proposer submitting the most responsive and responsible proposal. The City reserves the right to reject any or all proposals, to waive technicalities, and to make an award deemed in its best interest. The City reserves the option to negotiate terms, conditions and pricing with the most responsive, responsible proposer(s) at its discretion.

We look forward to your proposal and appreciate your interest in the City of Dunwoody.

Mailed proposal must be addressed as follows:

Purchasing Department City of Dunwoody

41 Perimeter Center East, Suite 250

Dunwoody, GA 30346

No Proposal may be withdrawn for a period of sixty (60) days after the time and date scheduled for proposal opening.

John Gates, Purchasing Manager

City of Dunwoody Community Survey 2013

PROJECT OVERVIEW

Introduction:

The City of Dunwoody is soliciting proposals to conduct a community survey of its residents. The survey is intended to measure the residents' satisfaction with City services as well as to gather opinions on selected issues in the community. The survey results will be used to assess and prioritize current and future projects and services in the community.

BACKGROUND

The City of Dunwoody (46,267 residents and 18,973 households) is a picturesque community nestled just outside the Atlanta perimeter at the northern end of DeKalb County. The City of Dunwoody is approximately 13 square miles and bordered by Fulton County on the north and west, Interstate 285 to the south, and Gwinnett County on the northeast.

Dunwoody is home to a large high-end shopping mall (Perimeter Mall), a significant number of Fortune 500 companies, with a diverse and affluent residential base. The City is fortunate to have strong neighborhoods, high ranked public and private educational institution, a variety of places of worship, and several neighborhood-level shopping centers and office complexes.

The road network and public transit system provide easy access to Buckhead, Midtown, Downtown, and Hartsfield Jackson International Airport. Dunwoody is generally regarded as a family-friendly, convenient location for business and visitors.

SCOPE OF WORK

The City of Dunwoody seeks proposals from consultants performing the following tasks in conducting a community survey:

- Identify a statistically valid random sample for achieving informative results.
- Work with City officials to formulate survey questions and format using the topic areas shown in Attachment A.
- Identify the appropriate survey instrument that will result in a scientifically valid random sample. Conduct a survey utilizing professional interviewers.
- Compile and analyze the data to produce a written report outlining the survey methods, key findings, conclusions, recommendations and cross tabulations.
- Make a presentation of key findings and recommendations to City staff.

• The Consultant may propose additional tasks including additional survey tools as deemed necessary to complete the community survey.

PROPOSAL REQUIREMENTS

Although the City requires no specific format, this section is intended to provide the consultant with features that the City will look for and expect to be included in the proposal:

- Description of the Consultant's firm including company history, current number of employees and contact information.
- Description of the methodology proposed to conduct the Community Survey including objectives, processes, procedures and end product.
- List at least three references demonstrating a thorough understanding of community surveying including agencies for which similar surveys have been undertaken. Include names, addresses, telephone numbers and a brief description of the project.
- A project schedule shall be provided identifying beginning and ending dates for each phase of work.
- A project budget shall be provided including the total cost as well as an itemized breakdown of the compensation required to accomplish each phase outlined in the proposal.
- Resumes of professionals who may be assigned to the project.
- Any additional information that the Consultant deems appropriate

ATTACHMENT A

TOPIC AREAS FOR DUNWOODY CITIZEN SURVEY 2013

- 1. Quality of Life in Dunwoody
 - a. Aspects of Dunwoody (ex: place to live, raise children, work)
 - b. Characteristics of Dunwoody (ex: recreational opportunities, sense of community, housing options, etc)
 - c. Most important issue(s) facing Dunwoody
- 2. Public Trust
 - a. City Council responsive to community
 - b. Value of services for taxes paid
 - c. Handling of City finances
- 3. City Services
 - a. Performance of city government
 - b. Performance of city departments
 - c. Customer service skills of employees
- 4. Website; e-government; social networks
 - a. Were you aware of these services?
 - b. Have you used?
 - c. How to improve?
- 5. Environmental Sustainability
 - a. Preservation of open spaces
 - b. "Green" services availability within city
 - c. Traffic
- 6. Communication with the community:
 - a. How do they get information now?
 - b. What's their perception of communication currently being provided?
 - c. What ways would be more effective way to enhance communication?
- 7. Policy questions
 - a. Prioritize: infrastructure improvements; Emergency preparedness; Education;